

INTERAGENCY FOREIGN SERVICE NATIONAL EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST

KAMPALA

2. AGENCY

USAID

3a. POSITION NO.

65727754C

3b. SUBJECT TO IDENTICAL POSITIONS?☐

Yes

☒

No

Agencies may show the number of such positions authorized and/or established:

4. REASON FOR SUBMISSION

☐ a. Reclassification of duties: This position replaces

Position No.: _____ Title: _____ Series: _____ Grade: _____

☒ b. New Position

☐ c. Other (explain):

5. CLASSIFICATION ACTION**Position Title and Series Code****Grade****Initials**

Date
(mm-dd-yy)

a. Post Classification Authority:
MClass

b. Other:

c. Proposed by Initiating Office:

USAID Project Management Specialist, FSN-4005

FSN-10

6. POST TITLE POSITION (if different from official title)

Development Outreach and Communications (DOC)
Specialist

7. NAME OF EMPLOYEE

Vacant

8. OFFICE/SECTION:

a. First Subdivision: Office of Program & Policy
Development

b. Second Subdivision:
Private Sector Unit

c. Third Subdivision: N/A

APPROVALS AND SIGNATURES SECTION

9. This is a complete and accurate description of the duties and responsibilities of my position.

10. This is a complete and accurate description of the duties and responsibilities of this position.

Typed Name and Signature of EMPLOYEE

Date
(mm-dd-yy)

Typed Name and Signature of SUPERVISOR

Date
(mm-dd-yy)

11. This is a complete and accurate description of the duties and responsibilities of this position. **There is a valid management need for this position.**

12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.

Zdenek Suda, OPPD/TL

Typed Name and Signature of SECTION CHIEF or
AGENCY HEAD

Date
(mm-dd-yy)

Typed Name and Signature of Human Resources
Officer

Date
(mm-dd-yy)

13. BASIC FUNCTION OF POSITION

The Development Outreach and Communications (DOC) Specialist will serve in the communications wing of the Program and Policy Development Office and will be supervised by the Supervisory Development Outreach and Communications Specialist and under the overall guidance of the Team Leader. The DOC is responsible for producing and disseminating public information about USAID activities for Ugandan and American audiences. In this capacity, the incumbent is responsible for promoting better awareness and understanding of U.S. foreign assistance to Uganda. S/he guides, coordinates, and implements USAID's communication practices and outreach efforts, helping to ensure that they reflect the U.S. Government's priorities and promote USAID's accomplishments to key audiences. S/he is also responsible for relaying related policies and achievements to key audiences of the host country, in the United States, and throughout other donor countries. The DOC will collaborate closely with USAID/Uganda's technical offices and implementing partners. The DOC is also the Mission's liaison with the U.S. Embassy Information Officer to ensure coordination and collaboration on USAID public activities and projects.

14. MAJOR DUTIES AND RESPONSIBILITIES**% OF TIME****1. Public Information****35%**

(i) Coordinate, assist, and implement USAID's DOC/public relations plan toward the goals of promoting the mission's program to external and internal audiences, facilitating information access and sharing within the mission, and strengthening the mission's reporting functions. This plan should support the overall U.S. Mission communications strategy for Uganda. In particular, the strategy must take into account the cost/benefits of particular inputs and outputs to optimize communications tools and distribution to the broadest audiences possible.

(ii) Counsel the technical teams under the guidance of the SDOC on the selection, targeting, and placement of potential DOC materials in keeping with USAID's country program strategy. S/he takes into account the need to identify and focus on key sectors that have a natural appeal to local interest as well as U.S. Government policies; the importance of ensuring that publicity material used will be noncontroversial; and that the material is visually appealing, accurate, and contains a human interest element. The incumbent is responsible for implementing policies and procedures for mission communications that reflect proper roles and responsibilities within the mission and Embassy and with implementing partners, including templates for various communications tools, setting and monitoring performance/standards for creating and finalizing communication products, and guidelines for planning and managing events.

(iii) The position requires excellent communication skills to share information about USAID programs to a variety of internal and external audiences through multi-media outlets. Given the wide variety of information disseminated, the position requires superior writing and audio/video editing skills. Such information products include, but are not limited to:

- Speeches and/or talking points for the Mission Director, Ambassador, and other USG officials
- Press releases
- Project backgrounders
- Fact Sheets
- USAID/Uganda audio podcasts, video, documentary films, photos
- USAID/W information products such as brochures, newsletters, posters, and other communication materials.
- Web-based content (to include developing recommendations to improve usefulness and effectiveness of website)

2. Event Coordination and Media Relations**40%**

(i) Under the guidance of the SDOC, serve as a USAID contact for local and international press and media. Working closely with U.S. Embassy Public Affairs Office (PAO), maintain press and media contacts, and advise USAID staff and partners on public information, press and media issues.

(ii) Coordinate with SDOC and PAO to promote press and media coverage of USAID activities, ensuring quality control and standard messages.

(iii) Coordinate with SDOC, USAID technical teams, implementing partners, and PAO in planning public diplomacy, press conference and field events related to USAID activities. This may involve event schedules, coordinating meetings and briefings with partners, other donors and officials, ascertaining staging requirements, possibly negotiating protocol with

government officials, and on-site coordination of media. Facilitate contacts among members of the media and USAID implementers to encourage coverage of USAID programs in the local and international press.

(iv) As directed by the SDOC, and in collaboration with the PAO, respond to inquiries from the general public and the media about USAID programs, practices and any other general information requests. Provide guidance to USAID staff and partners in their direct contacts with the media.

3. Building Mission Capacity for More Effective Public Outreach

25%

(i) Provide guidance to technical teams and implementing partners on issues related to communications, branding, and public outreach activities. Advise technical teams and partners on USAID outreach and communication policies, and provide creative leadership in implementation through projects and public events.

(ii) Assist in the development and implementation of internal Mission programs to increase Mission staff awareness of public outreach efforts. Provide training and support to staff on as-needed basis through regular programs or on an ad hoc basis.

(iii) Assist in the development and implementation of a monitoring and evaluation plan for the Mission's DOC activities. Oversee the design of media campaigns to measure public perceptions of USAID; maintain press tracking mechanisms to monitor coverage of USAID events and news stories.

(iv) Assist in the development and standardization of various Mission processes and policies related to public outreach and event planning, including formats for briefing materials, VIP visits, and delegation of responsibilities to various offices. Bring best practices used in other missions and replicate similar ideas for the mission to enhance USAID's public image.

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

a. Education:

Bachelor's degree required with significant coursework in relevant fields including – but are not limited to – print/electronic media, communications, social media, visual communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies.

b. Prior Work Experience:

At least five years of progressively responsible experience as a public relations specialist or journalist or in a similar position in an international development organization or media company where the dissemination of information to a variety of targeted audiences and the general public as well as designing and implementing effective print, audio and video products were an integral part of the responsibilities.

c. Post Entry Training:

Ability to produce media and communication products and activities. Detailed knowledge of social media tools, such as Facebook, Twitter, YouTube, Blogging, and such others. Demonstrated experience working with senior professional staff to formulate and package targeted messages.

d. Language Proficiency List both English and host country language(s) proficiency requirements by level (II), III) and specialization (sp/read):

The candidate must be fluent in both spoken and written English to be able to serve as both editor and speechwriter when called upon producing high quality narrative. Must be fluent in Luganda to be able to serve as both an translator and interpreter.

e. Job Knowledge:

Demonstrated success in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public. Demonstrated ability to plan and execute media campaigns and programs; Ability to craft information messages in various media formats (press releases, web sites, stories, etc.) targeting a variety of audiences. Evidence of broad understanding of issues related to international development and transition economies. Extensive writing and editing experience and knowledge of African political, economic, and social environments.

f. Skills and Abilities:

Ability to work effectively as a team member of a multi-disciplinary, multi-cultural team. Ability to make cogent arguments clearly and succinctly in written and oral presentations. Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables. Ability to work independently, juggling several activities at once, and to work under pressure to meet very short deadlines. Ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the U.S. Government while discussing program activities with the press and media.

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| 16. POSITION ELEMENTS |
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a. Supervision Received:

The DOC will report to the SDOC. S/he is expected to take self-initiative in generating ideas for success stories, media campaigns, video and audio products, coordinating information-sharing with technical teams and the Bureau of Legislative and Public Affairs.

b. Supervision Exercised:

Supervision of other USAID staff is not contemplated. The exercise of guidance to technical staff on media-related products, messages, and techniques is contemplated.

c. Available Guidelines:

USAID regulations (including the Automated Directives System) provide broad guidelines as to the conduct of work related to the duties described above. USAID has other documents, for instance, the Development Outreach and Communications Survival Manual and background papers on communications, which may also provide a resource.

d. Exercise of Judgment:

The incumbent informs and advises technical staff on local media. The incumbent uses considerable judgment in developing ideas and proposals, and in determining the appropriate analytical approach to be used for specific communication products. The incumbent also exercises considerable judgment in determining who to involve or not involve in a particular activity, and proposes teams to accomplish the objectives and analyses agreed to.

e. Authority to Make Commitments:

The DOC may make administrative arrangements and determinations consistent with ADS guidance and Mission policy. The DOC must take action and establish priorities based on available guidelines and professional judgment. Guidance should be sought when needed, and the supervisor informed of activity and project status. The DOC will on occasion be required to negotiate ad referendum for the supervisor.

f. Nature, Level and Purpose of Contacts:

Contacts are maintained with Mission personnel, USAID Implementing Partners, USAID/Washington (as requested) and Ugandan journalists under the guidance of the PPD Office and the SDOC.

f. Time Expected to Reach Full Performance Level:

One year.